

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Tourism Promotion - World Music Day on 21st June, 2012 at Shilpakalavedika, Hyderabad - Advertising hoarding in Hyderabad - Sanction of Rs.1,23,596/- - Orders - Issued.

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YOUTH ADVANCEMENT TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 525

Dated: 30-07-2012
Read the following:-

1. From Shri. Abhijir Bhattacharjee, M/s. Grandslaam Network, Secunderabad, Lr., Dated: 29-05-2012.
2. From M/s. Livewires, Advertising Private Limited, Hyderabad, Estimate, Dated: 15-07-2012.

ORDER:

In the reference 1st read above M/s. Grandslaam Network, Secunderabad has informed that 21st June has been designated as World Music Day, a day the world celebrates the magical gift of music. Its origin lie in France when, in 1976, the American musician Joel Cohen, proposed an all nigh music celebration to mark the beginning of the summer solstice and since then, it has become a worldwide phenomenon with over 32 countries worldwide having their own celebration in their own way, regardless of the season. Since it is a world wide phenomenon, the AP Tourism also celebrated the World Music Day on 21st June, 2012 at Shilpakalavedika to promote Tourism & Culture. In this regard, M/s. Grandslaam Network, Secunderabad have proposed to organize World Music Day on 21st June 2012 at Shilpakalavedika, Hyderabad and requested to sponsor Rs.6.00 Lakhs & Advertising hoardings in Hyderabad.

2. In the reference 2nd read above, M/s. Livewires, Advertising Private Limited, Hyderabad who have arranged the advertising hoardings & submitted a bill for an amount of Rs.1,23,596/- towards Advertising hoardings in Hyderabad and requested to for payment.

3. Government after careful examination of the matter, hereby sanction an amount of Rs.1,23,596/- (Rupees One Lakh Twenty Three Thousand Five Hundred and Ninety Six Only) towards Advertising hording (10) in Hyderabad in connection with World Music Day on 21st June, 2012 at Shilpakalavedika, Hyderabad.

4. The amount sanctioned at para-3 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

(P.T.O)

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5. The Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para 2 above and disburse the same to M/s. Livewires, Advertising Private Limited, Hyderabad through the following details.

Bank Name	:	Corporation Bank
Branch	:	Dwarakapuri
Bank A/c. No.	:	206600202000203
IFSC Code	:	CORP0002066

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT (T)**

To
M/s. Livewires, Advertising Private Limited, Hyderabad.
The Drawing & Disbursing Officer, YAT & C (PMU) Department.
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad.
The YAT & C (PMU-Claims) Department.

Copy to:

The PS to Special Chief Secretary (Tourism).
The PA to Additional Chief, YAT & C (PMU) Department.
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER